Don Lapre's

MAKING MONEY

ON THE INTERNET

TABLE OF CONTENTS

INTRODUCTION

Introduction

History and background of the Internet, World Wide Web, and other on-line services

No matter how old you are, you have had to have heard the terms on-line, Internet, cyberspace, the World Wide Web, America On-Line or some deviation of them. Most people, all over the world, are basically aware that these service and communication media exist, but have never gone on-line to experience them.

Today, with billions of people in the world, over 100 million people as of 1999, have access to the Internet and/or World Wide Web. The Internet was created in the 1960's by the Defense Department under the authority of President Richard Nixon as a way for the world's computers to seamlessly communicate if ever there were a nuclear holocaust. Originally, the primary computer networks linked to this system of communications were universities and government databases including the military and a few large corporate systems.

The Internet was essentially abandoned by the government in the early seventies. For twenty years, it was used mostly by researchers and college students. As a matter of fact, it was considered "bad taste" for a company to be on the Internet until the creation of "HTTP" in 1991. Hyper Text Transfer Protocol allowed the Internet to evolve from a text only environment to one of graphics, video and sound. No longer a medium just for computer geeks and nerds, the Internet evolved into a medium to now not only be driven by text but also by vivid interactivity. The news media picked up on this government-backed innovation and have sensationalized its growth ever since.

Imagine if you had a room full of people and a big ball of twine. You started at the front of the room and gave the ball of twine to one person in the front of the room and, without cutting it, passed it around from person to person, stretching it diagonally and horizontally until every person in the room had a piece of it creating a "web." Then you took that web and suspended it in the air above everyone and, from where each was in that room, you then took a wire and ran it from the center of their heads to a point on the web directly above them and attached it.

Now imagine those wires as phone lines, the web as the phone company accepting your dialed phone number and plugging you into wherever you are calling, and the people connected to the web as all the different places you could call. The people in the room represent millions of host computers in thousands of computer networks. HTTP (Hyper Text Transfer Protocol) is the switch that tells your computer that you are looking to go somewhere on the Internet. HTTP combined with your URL (Universal Resource Locator) will tell your computer where to take you on the Internet just as your telephone number tells the phone company who you are calling.

This crude example is the best way to visualize what the Internet or World Wide Web actually is and how everyone on it is connected. Today, the Internet (or the World Wide Web as it should properly be called since the term "Internet" was used to originally refer to a text only communication environment) is now comprised of millions of host computers in thousands of computer networks, and that figure is doubling every year! Five million new users log onto the Internet every month. Anyone who is in business is thinking of ways to incorporate this new dynamic ground-floor medium into their business.

On-line services are essentially the same, except you are accessing a computer bulletin board system (BBS). They are much easier to use than the Internet, but are limited to just the users that are on that service unless you connect to the Internet via them. Most provide basic e-mail services and allow you to send electronic mail to Internet and on-line service users. Some on-line systems, like America On-Line, boast memberships of millions of users. Today there are wars

between Internet Service Providers, and on-line providers for the cyberspace consumer dollar. On-line services compete by providing access to the Internet for their users and ISPs have responded by giving their users unlimited monthly access or a high number of usage hours for less than $30 a month, and creating more user friendly environments. Most on-line services charge a monthly access fee that is less than $15 per month for about 10 hours of connect time and about $3.00 per hour thereafter. Many services like America On-Line have moved to a fixed rate with unlimited usage.

ISPs and on-line service providers both have their places for on-line marketers. In this manual, you will be shown how to utilize both to their fullest potential. Most people who are on-line to make money have both an ISP account and an on-line service account.

Cyberspace, the term now used to encompass most on-line communications, is today's "new frontier" for marketers. As the years roll around, we will see more businesses and people going on-line and more of the world's communication and commerce being conducted there. UPS (United Parcel Service) is now saving an estimated $75,000 a month since they put their package tracking software on-line. Now, instead of customers calling them and running up man-hours and phone time, they can go on-line to track their own packages. Cyberspace will add convenience and point-of-purchase capabilities for just about any information-based product or service. An example could be this book that you are reading now. This book could have been purchased and shipped to you on-line in a matter of minutes. The future of cyberspace is exciting and unlimited.

To help you take advantage of all the marketing potential of this popular medium, we have put this book together to show you how to get on-line, choose the best service, find products to market on-line, choose the best on-line marketing strategies, and how to incorporate what you learn in other areas of your Making Money Package on-line. So, no matter if you choose to buy and sell, do auctions, place ads or start a 900 business, you'll have all the basics to market on-line!

STEP BY STEP INSTRUCTIONS TO GETTING ON-LINE

COMING SOON!

Don Lapre will show you how to access the World Wide Web through your television!

1-800-959-1775

Step By Step Instructions to Getting On-Line

What type of equipment do I need?

Should I use an On-Line service or an Internet Service Provider?

Getting The Right Equipment

The first thing you should do to get on-line is make sure that you have all the proper equipment. Don't worry about being a computer whiz kid or knowing a lot about computing at first. Today's computers are easy to use. Most programs are point and click and require no programming knowledge to operate. Be sure to get the minimum equipment and software described below and consider taking a one-day class that can show you the basics of your system and software. Look in your Yellow Pages under "Computer Instruction" for classes in your area. The minimum that you will need to access the Internet, World Wide Web and on-line services are the following:

An IBM or Macintosh computer - You can choose from many different types of computers and pay thousands of dollars. I recommend that you start off with a smaller computer, like a Pentium 133, if you are just getting it for your Internet business. However, if you are going to need a computer for more, I would recommend that you go ahead and purchase a Pentium 200 or higher. Minimum hard drive space should be at least 1 gigabyte and with at least 16 megs of memory, or RAM.

A minimum of a 33.6 modem - Preferably, you should have a 56K fax/modem. The faster your modem speed the quicker you will be able to maneuver around on the Internet. The numbers "33.6" and "56K" refer to your modem speed. 33.6 means you will connect to the Internet or your On-Line service at a rate of 33,600 BAUD. 56K means you will

connect at a speed of 56,000 BAUD. Just think of baud as the miles per hour on your automobile's speedometer. As a matter of fact, you may have read of the well publicized race among computer companies to be the first to market a computer under $500. These computers are designed primarily for the Internet and On-Line services. They come with little hard drive space, high speed fax modems and multi-media kits.

Multi-Media Package - So that you can experience all the sights and sounds on the Internet, which include text, graphics, images, and video you should invest in a good multi-media package. This should include a sound card (16-32 bit minimum full duplex preferably), a video card and CD-ROM drive. If you can't afford a multi-media package right away, that's okay; however, definitely put it on your list of things to get so that you can explore all the marketing potential of the Internet and on-line services.

Software - The Internet and on-line services are primarily windows-based environments which are quickly being steered towards Windows 95 and Windows 98. However you can get by on the earlier versions like Windows 3.0. Macintosh users needn't worry, most on-line service providers and ISPs will provide software versions for Macintosh systems.

Do not let the above list scare you. If you can type or use a calculator, you can use a computer. The equipment can be purchased relatively cheaply. Again, if you are just getting started, opt for a beginner or refurbished system preferably with the software already installed. Go to your local computer store for instruction manuals and videos. Your best bet to catch a real bargain is to look in the Sunday section of your local newspaper in the Computer section and look under "Computer Systems For Sale." Here, in Phoenix, we consistently see excellent starter systems for under $800 and some are refurbished! Be careful though when you buy a used computer. Look at the person who is selling it and be sure to have them leave as much software as they can on it.

Also, when you go to look at systems, consider taking someone who is very knowledgeable about computers so they can make sure the system is functioning properly and meets your needs.

Get to Know Your Computer

Some of the first things that you will want to learn on your computer is how your hard drive works, how your word processing program functions, how to download information and how to save information to disks. You will also want to learn to cut and paste text (moving text from one area or program to another). Once you learn the basics of computing, you will be able to maneuver around on the Internet and on-line services like a champ!

However, don't get overly concerned about taking classes; the biggest step and way to learn is by doing. No knowledge is more valuable than self-taught knowledge. So get to know your computer and get on-line!

COMING SOON!

Don Lapre will show you how to access the World Wide Web through your television!

1-800-959-1775

Get On-Line

Choose whether you want to start with on-line services or directly on the Internet. The best thing is to get a feel for both. We will discuss the differences, advantages and disadvantages of using both in Chapter 4. You can start off by getting free software with 10 hours of free connect time from America On-Line, Prodigy, CompuServe, Delphi and Genie to name a few. However, beware because after those first 10 hours you can be charged up to $3.00 per hour. Free hours can go by "real" fast and charges can add up "real" fast!

On-Line services navigate users through mountains of information effortlessly and with very little protocol. You can chat to other users on-line (using your keyboard), read articles and do many fun and interesting things. America On-Line (AOL) has a section dedicated to business opportunity ads and also an entrepreneurs interest group in which you can participate. AOL boasts over 8 million users and you can market to them using the methods explained in this book. All AOL users have access to the Internet, but many are discouraged by the requirement of a little more effort to maneuver around on the Internet and end up staying within the confines of AOL. Furthermore, even though it may seem like the on-line service allows you to have the best of both worlds, there are disadvantages.

First of all, on-line service Internet browsers, which actually interpret how you see what you see when you are on the Internet, leave a lot to be desired. Microsoft has developed a decent web browser. However, in today's Internet environment, Netscape still remains the browser of choice. Over 80% of sites interact seamlessly with Netscape's browser and America On-Line has merged with Netscape.

Second, is the cost. It makes no sense to connect to the Internet at up to $3.00 per hour with an inferior browser. Especially when you can access the Internet, via an ISP, for less than $29.95 per month.

If you choose to go through an ISP (Internet Service Provider) be sure they provide a local dial-up number so you are not charged long distance. Be sure that you ask for an account that provides access to the Internet and the World Wide Web. You should also make sure that your ISP provides you with an e-mail account. Be careful using local providers as some are extremely small and only a few dozen people can be on-line at once. When you go on-line, there should be no delay getting on unless it's the evening when it seems everyone is poking around and taking up the bandwidth in cyberspace. The best way is to try different ISP's until you find the one that works best for you.

Preferably, you should consider using a national ISP that can provide you local dial-up access anywhere in the United States. America On-Line, is a national ISP. MCI provides Internet access and so does AT&T. Be sure your ISP has a homepage or main menu for their service, which can give you a great reference point to start maneuvering around on the Internet and the World Wide Web.

Most ISP's will offer you Internet and World Wide Web access for about $19.95 per month which is the national average. Ask your ISP when you call what their home page is like and what it links to. From this you will get a good feel of how much energy and time that ISP is spending on keeping abreast of new things and sites on the Internet.

So, no matter whether you choose to start with an ISP or an on-line service, get on-line, find the things you like to do and then get with the services that let you do them most affordably. In any case, what you will get when you go on-line are start-up disks, or a CD. Be sure that you get the right version. You will either be getting PC/IBM software or Macintosh software. The instructions are on the front of the disk as to how to install the software and usually it will take you about ten minutes or less to get on-line. Most will give you free software and a few hours free to try the service to see if you like it. You can get disks by calling their phone numbers or purchasing a computer magazine in the store, many of which are now shrink-wrapped and include free on-line/ISP diskettes or CD-ROM's.

ON-LINE
MARKETPLACE
DIVISIONS AND STRATEGIES

ATTENTION!

Don Lapre is looking for incredible products and services to market on the Internet.

Fax your proposals

Attention: WebIdeas

(602) 453-1222

On-Line Market Place Divisions and Strategies

On-Line, BBS, and Internet differences
E-mail and mailing lists
Electronic storefronts, websites and homepages
Classified ads and billboards
Forums and newsgroups
Bulletin boards
Press releases
Newsletters
Search engines and submission secrets
Dozens of other marketplace divisions and strategies

On-Line BBS and Internet Differences

As discussed earlier, the Internet and on-line services are similar but very different environments. On-line services are computer bulletin board services in nature, but function from more of a graphical standpoint. The ordinary local computer bulletin board service is much more reminiscent of the text-driven original Internet. The on-line service is a twist on the BBS, but still a localized compilation of data which confines the user to that one environment and the information it contains. On a BBS, you are confined to the server or servers to which the host of the BBS grants you access to. As with the Internet, you can still sift through mounds of data and do various things, but you must stay within the boundaries of that BBS's server or servers, unless they grant you access to the Internet.

The Internet is the same although it is the ultimate way to navigate cyberspace. You can access thousands of computer networks, hosted by millions of computers. On the Internet, "hyper text transfer protocol" links transport you from computer to computer, or computer network to computer network, anywhere in the world, 24 hours a day. Whereas, you may be looking to buy and sell exotic fish and may start off searching a computer database in Idaho, by the time you

end up searching through all the available data you may end up in New Zealand! No extra cost, no long distance! The Internet is not bound by the borders of countries or what a service wants you to see, but only by the amount of time you have to spend on-line.

On-line services are usually divided into areas of entertainment, business, news, classifieds and editorial interaction. They can also focus on shopping, travel, investments and banking. It is safe to say that one could never do all there is to do on on-line services in a lifetime. Many provide direct access to the Internet, but in a very controlled way and, on most on-line services, you can not fully interact with the Internet sites that you visit because of the limitations of their web browsers. Many on-line services like AOL have made improvements to their browser. Version 4.0 of AOL is incredible, but still has a long way to go to match their new sister companies browser Netscape or Internet Explorer.

From a marketing standpoint, all the areas to promote goods and services in on-line service environments are very centralized and easy to access. On America On-Line, the classified section is categorized just like that of any newspaper. In their business opportunities category, there are dozens of different areas to advertise in. On America On-Line, you can place as many different ads in as many different areas as you like. The ads appear immediately after you enter them into your computer and over eight million people, who use the service, can instantly see your ads!

America On-Line also offers very specialized information on their members in categories like: occupation, birthdate, sex, hobbies and other interests. When a user goes on-line to become a member, they are asked to fill out a membership profile. This is kept in the membership profile section of the on-line service. You can go into this membership profile section and pull out very specialized information on members and target market through broadcast e-mail for free. However, it is important that you abide by the rules of "netiquette," which we will discuss later, before doing this.

CompuServe is another on-line giant who offers very similar services to America On-Line and Prodigy. The best way to find an on-line service is to try them all and you can do so for FREE! Keep the one, or ones, that you have done the best with and use them economically. Learn which things you can do off-line and save money. For instance, on America On-Line, you don't have to be on-line to compose an e-mail message. You can compose it off-line and then go on-line to send it.

To market effectively in cyberspace, you will slowly begin to realize the advantage of having major on-line accounts as well as an ISP account.

**E-MAIL
DON TODAY
TO FIND OUT DETAILS
ON
NEW RED HOT FAX/E-MAIL
BUYING AND SELLING
PROGRAM!
AT
DonLapreTV@donlapre.com**

E-mail and Mailing Lists

The Internet is divided into many major areas. One of the things that you can do on the Internet is send electronic mail (e-mail) to anyone connected to the Internet. E-mail is just like any other mail that you compose except it doesn't need an envelope or a stamp! You will find that e-mail is probably one of your most powerful marketing tools in cyberspace. With e-mail, you can send the same message to hundreds, even thousands of people at once for nothing but the price of your connect time! (Internet users have communicated via e-mail for over 25 years and developed their own communication symbols to express emotions through text. See glossary for a comprehensive listing of emoticons.)

Through mailing lists, you can actually get specialized e-mail addresses of individuals who might be interested in what you have to sell. There are over 80,000 different mailing lists on the Internet ranging from bear hunting to skydiving to accounting! These mailing lists can be moderated or unmoderated. It depends on the moderator of the mailing list and whether he or she chooses to screen the discussions of the members. Most moderators have chosen not to moderate their lists for liability reasons.

Most mailing lists work like this: a moderator decides on a topic. Maybe it's a mailing list for bankers. The moderator starts a discussion by sending e-mail to all the members on the list topic. The members then respond, via e-mail, to the moderator and the moderator forwards all the messages to everyone on the list. Now the moderator doesn't physically forward the messages, unless it is a moderated list, but instead will have what is called a "reflector" on their e-mail account.

This reflector takes all the list member's e-mail messages to the list moderator and automatically sends them to all the members on the list. This allows all the members of the list to discuss a topic through a reply and response of text.

An example of how to market on a list would be to find a discussion that is in an area of interest that you have. Now blatant advertising messages are not acceptable in most mail

list groups, and those who send them are usually blocked from participating. However, you could casually investigate the group and find out the needs and concerns of the members and offer your help.

Let's say you were participating in a mail list on fishing and you were looking to market a new fishing lure. You notice several comments from fisherman who are looking for tips on catching catfish. Let's say you send to the list a tip on catching catfish and they really like it. You now become a respected contributor to the discussions in that list and, when you are ready to market your new fishing lure, you may approach them about it in a well-developed comment without disrupting the discussion. If you are sincere with your offer and are offering it to help the members of the list, then it will be received as such. When you post messages always be sure to add your web site address to your "signature".

When marketing something in mailing lists, keep your message short. A couple of short sentences about a problem and how your product or service remedies it should suffice. Invite those who are interested to contact you via e-mail. This allows you to deal with those who are truly interested and not detract from the subject of discussion.

To find an index of thousands of mailing lists on the Internet, go on-line to any search engine and search "ListServ." Your search will return choices of gateways to ListServ from which you can choose. One tip is to stick with gateways that are in English. You may also visit either of these sites for links to publicly accessible mailing lists: http://www.incredibleproductsmall.com/superlinks (as of 3/98)

Another thing that you can do with ListServ is accumulate e-mail addresses of those interested in a certain topic. Remember, the moderator sends all the messages from members to all members of the list. You should start to keep the e-mail addresses of all those messages sent to you. Once you build a database, you have a targeted list of individuals to market your goods and services to. However, you should remember that blatant advertising messages are frowned upon on the Internet. We will show you how to properly advertise on the Internet in the next few chapters.

Internet Malls, Websites, and Home Pages

One area that you may consider, when marketing a good or service on the Internet, is an Internet Mall. There are many Internet malls and many companies market their goods and services on the Internet in them. Many pay weekly, monthly or annual fees. Some allow you to virtually have your own electronic store in their malls with the ability for you to take payment and fulfill on-line. Costs can range from several hundred dollars per month to tens of thousands.

The major thing that dictates a mall's price is the number of visitors the mall gets. If the mall gets 100,000 visitors a day (or on the Internet these are referred to as hits) then the price might be $5,000 per month, more or less, to market your goods and services. Just like TV and other advertising media, the Internet is becoming driven by advertisers. The more "hits" a site gets, the more valuable the advertising space. The way site owners and mall owners on the Internet are getting people to their site vary. We will discuss ways to get people to visit a site in future chapters.

Another way that you can market on the Internet is with your own website. A website is a collection of web pages and links to other pages or Internet sites. They can be small or large. General Motors website contains over 16,000 links and they are thinking about doubling it! On the Internet, you can become as large, or small, as you want. Your Internet site can offer your goods and services to your visitors, and they can even order on-line. The easiest way to get your own website is to contact an ISP because most have programmers on staff to help you put your site together. Programming fees start at about $60 per hour and up.

A homepage is just a page of text, graphics, video and/or sound on the World Wide Web. As with an Internet Mall, or web page, people get to a homepage by typing in the URL (or Internet address) of that page. Once there, they can interact with the information on that page.

Be careful when getting an Internet homepage or web site. Many slick marketers make it sound like the only thing you have to do is have a homepage on the Internet and instantly 100 million people will come and buy from you. You must consider your homepage a business and businesses need to be advertised. We will show you how to get the equivalent of Yellow Page listings on the Internet in the section on search engines.

COMING SOON!

DON'S INCREDIBLE INTERNET MALL!

FAX Attention: Web Dept. FOR DETAILS!

(602) 453-1222

Classified Ads

Placing ads on the Internet is a lot like placing ads in newspapers. There are many places to place ads on the Internet. As a matter of fact, there are thousands of places on the Internet to place ads. Some are even free!

One site on the Internet that can show you how to place ads in hundreds of places in cyberspace ads at: http://www.incredibleproductsmall.com/superlinks.The address to that site is: http://www.incredibleproductsmall.com/superlinks. This site gives links to hundreds of places to place ads! Remember, on the Internet, your ad can be seen by over 100 million people worldwide!

There are also many on-line newsletters and publications that you may be able to place ads in. There is a site that lets you search over 11,000 different, free on-line newsletters. You can even list your newsletter there if you decide to create one, which we will show you how to do later. The name of the site is the Newsletter Library and their Internet address is: http://www.incredibleproductsmall.com/superlinks

America On-Line has hundreds of different categories to place classified ads in. The biggest benefit is that, unlike a newspaper or magazine, where you may have to wait up to a month or two to see your ad in print, on America On-Line you can see your ad almost instantly right after you enter it into your computer. You can actually place hundreds of ads on just about any thing you have to sell. Remember, over 12 million people can see your ad on AOL!

CompuServe also offers ad areas, but when it comes to placing ads on an on-line service, America On-Line gets our vote!

Forums and Newsgroups

Forums and newsgroups are very similar to the mailing lists we discussed earlier. However, the term forum is generally used to describe a group of individuals on an on-line service or the Internet chatting via their computer keyboards about a particular topic in real time. Forums like mailing lists, can be about any topic you can think of. On both the Internet and on-line services, forums can almost take on a community feel. Many have their own on-line newsletters and social events which all take place right on-line. Many have become quite complex in that members even swap pictures of each other right on-line. You can start or participate in a forum about anything that you like.

Newsgroups are unique ways to market goods and services and to also learn about goods and services. Newsgroups make up what is called the UseNet portion of the Internet. There are over 18,000 different newsgroups on the Internet and they are on just about any subject that you can imagine. The largest indexer of UseNet is the newsgroups article search engine, DejaNews. The URL to DejaNews is http://www.incredibleproductsmall.com/superlinks. You can search for any particular topic that you want to search for. The search engine will give you articles to look at that have been posted by members on your searched topic. You can then choose to communicate directly with that article's author via e-mail or post a public comment and choose to participate in that subjects discussion thread. The series of posted articles from beginning to wherever it ends up is known as a "thread".

Threads in newsgroups can be started on anything. There are already over 80,000 different newsgroups discussing thousands of topics! If an angle can't be found there to promote a good or service maybe it just doesn't exist!

Bulletin Boards

Computer bulletin boards have been around since the early seventies. They are basically ways that people communicate locally. The environment is generally text-based although many have moved to store large graphic archives, provide Internet mail accounts and access to the Internet. Very few provide access to the World Wide Web. They are unpredictable in that they are usually operated out of someone's home and only have a couple of incoming lines which allow very few people to be on-line at the same time. Just recently, we dialed into ten different BBSs via modem in Phoenix, and, if the number wasn't disconnected, the lines were busy.

The moderators of BBSs are usually known as SySops and are responsible for content, membership rules and regulations. BBSs can be set up for just about any type of interest you can imagine. SySops generally are topic specialists looking to provide a communication vehicle for those of the same topic interest. BBSs can be especially beneficial when it comes to marketing, if you can find those that have large groups that might be interested in what you have to sell.

You can even place ads on BBSs and many of them allow you to place ads for free! A complete index of BBSs are available on the Internet at www.incredibleproductsmall.com/superlinks. Which has the names and phone numbers of 1000's of SySops operating BBSs all over the world.

Another option is starting your own BBS. You can start one for only a few hundred dollars and a couple of modems and phone lines. Check your local bookstore in the computing section for books on starting your own BBS. Some of the books even come with software!

Press Releases

Press releases have always been one of the best ways to get advertising for free. There are many good books on writing press releases, but keep in mind to get to the "who, what, when and how" in your headline. Editors and reporters are inundated via fax and mail daily with press releases about everything that you can imagine.

Imagine if you could hit all the major newspapers, television stations, magazines and radio stations with your press release. What if you could send 300 press releases virtually free? Well, many reporters, editors, newspapers, television stations and radio stations now have e-mail addresses. What is more read than e-mail? Nothing. Send "good" e-mail and you may get good responses. Send "bad" e-mail and you may get "flames." These are inflammatory messages from mad on-line users who get offended when sent "junk e-mail" which is still a response!

There is a site on the Internet that will give you the names and e-mail addresses of all different media sources from radio and TV to newspapers and magazines.

Visit www.incredibleproductsmall.com/superlinks for more information.

NO COMPUTER NEEDED!
Learn how to advertise in over 200 incredible places on the Internet for as little as $1.00 each!
(602) 553-8500
www.incredibleproductsmall.com/superlinks

Newsletters

You can advertise in on-line newsletters with classified ads or whatever types of ad space they may offer. Some have circulations of hundreds of thousands of people and have extremely reasonable ad rates. You can find an index of over 11,000 on-line newsletters on the Internet at: http://www.incredibleproductsmall.com/superlinks

You can even start your own newsletter and send it to your databases of special interest people. Remember, you can start your own mailing list and get e-mail addresses there. You can check the newsgroups for people who might be interested and you can also check the membership profile section of an on-line service like America On-Line for members who may be interested in your newsletter. It costs you nothing to ship, nothing to print, and you can even charge others to advertise in it!

1-800-959-1775
Download FREE
Internet Access
Software
@
www.incredibleproductsmall.com/superlinks
OR
via BBS @ (310)203-3919

Search Engines and Submission Secrets

A search engine is what people use to find sites on the Internet and the World Wide Web. There are about seventeen major search engines that index millions and millions of web pages. When you use a search engine you ask that search engine to search for a certain topic or item. The search engine then searches through the URLs of sites that it has indexed and gives you a list of about 100 different comparibles ranked in the order of relevance from the parameters that you indicated in your search. The more specific your inquiry of a search engine, the more detailed your search results will be.

To date there are about 500 search engines and searchable databases on the Internet. That number is growing and perhaps the most comprehensive listing of ways to search the Internet is at www.incredibleproductsmall.com/superlinks. You can search databases of companies and just about anything you can imagine! It is incredible. Internet search engines are the equivalent of Yellow Pages, except they make their money a little bit differently. Search engines charge advertisers for space in their site. For instance, the search engine Yahoo gets hundreds of thousands of users a day who access their site. They, in turn, charge advertisers $20,000 a month to advertise on their site.

A search engines popularity depends on the information that they offer. Right now, search engines compete against each other by boasting about how many web pages they have indexed. The more web pages a search engine has indexed in their database, the more information they can offer the users of their service, and the more popular they will be among users. The more users a search engine has visiting it's site, the more it can charge for their advertising. Think of it as a television program and the advertisers who are charged to air their commercial. It did not cost you one dime to see our show on TV except for electricity, but we paid to have it aired.

Search engines are hungry for more URL's (or Internet sites). Once you have had your web site created be sure to go to a site operated by a gentleman by the name of Scott Banister.

This site allows you to simultaneously submit your Internet address to over 15 top Internet search engines! This is the equivalent of being in 15 different phone books! If you are selling flowers, when someone looks up flowers, they can see you. If you are selling jewelry, when someone looks up jewelry, they can see you. It doesn't matter what you are selling—if someone is looking for it they will now be able to find you.

Now, just so you understand the power of giving away something for free to stimulate hits or visitors to your site, be sure to look at the advertisements in Scott's site. He charges thousands of dollars per month to those advertisers. Don't be afraid to give away something for free on the Internet! All of the search engines give their information away for free! Search Engines are not the only areas on the Internet that give away things for free. Once you get on the Internet, you will find out how to download thousands of dollars worth of free software, files, information, and just about anything you can think of!

The reason that people on the Internet are so anxious to give things away is that, the better the give-away and the more the hype, the greater the potential is to generate traffic to their sites and justify hefty advertising rates. This is the nature of today's Internet and direct sales methods that can and do work, but they must be approached with "netiquette." Netiquette, which we will discuss later, is the art of asking someone permission to communicate with them, usually via e-mail. Marketers who do not adhere to it can face many nasty responses from those they solicit, plus ruin their on-line reputation.

Another area that we should also discuss are browsers. Your browser interprets what you see on the Internet. It is similar to your television. Browsers coordinate with servers linked to the Internet and interpret how you see what is being sent, just as television does for the transmissions you receive. The most popular browser on the Internet is Netscape. Netscape made millions of dollars last year. They have one of the largest sites on the Internet and get hundreds of thousands of hits per day. Microsoft also has a browser, Internet Explorer. Both Netscape and Internet Explorer are available for free at:
http:// www.netscape.com
http// www.microsoft.com

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